THE Dublishers' Weekly,

The American BOOK TRADE JOURNAL

VOL. CVIJI.

NEW YORK, SEPTEMBER 19, 1925

No. 12

AVIATION

promises to be a leading topic of discussion and controversy this fall, particularly the question of long distance flights.

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Here's the record three weeks before publication of

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TWENTY-FIVE YEARS

1892-1916

By VISCOUNT GREY OF FALLODON, K. G.

- 1. The First Large Printing is practically sold out.
- 2. A Large Second Printing is on press.
- 3. Two different retailers have each ordered 500 sets.
- 4. A New York City house has increased its first order from 250 to 1000; a bookseller on the Coast from 25 to 75; a Boston bookseller from 50 to 250. Many others from 50 to 100.
- 5. One Cleveland retailer has advance orders for 178 sets; one Chicago man has advance orders for 148 sets, another for over 100 sets.
- 6. Booksellers have distributed nearly 200,000 imprinted circulars and 61,000 postcards, many mailing them with special letters to selected customers.
- In other words, as soon as we announced the Grey Memoirs and started our carefully-planned advance work, booksellers from Coast to Coast leaped at the chance for big profits and on all sides Lord Grey's TWENTY-FIVE YEARS: 1829-1916 (publication, September 30) is hailed as

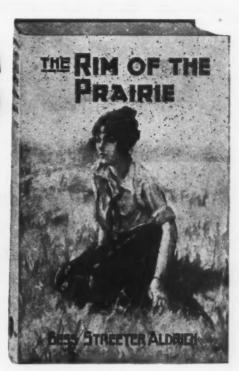
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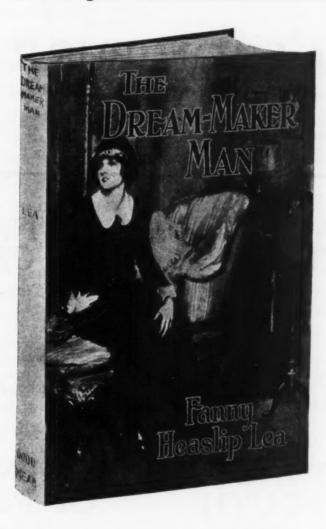
The Monkey Puzzle

- The Saturday Review in a column review: "J. D. Beresford has crashed through. The Monkey Puzzle makes him the favorite of a large following. It will have praise sung in its honor as long as a judge of good fiction has breath to utter it."
- The N. Y. Post in a column review: "A novel of power, of highly dramatic incident, of thought-provoking comment on life. There is story-value of a high order here."
- The Chicago Post in a front page feature review: "Self-righteousness is exposed with a technique that is clean-cut, thorough and logically beautiful. Other novelists have treated the theme but none with this insight."
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Fire-Eyes snarled suddenly.

"That is all very well, but it is rather hard to believe mademoiselle. We will soon see, however." He turned and motioned to Mere Gigot. "Search her!" he ordered laconically. "And search her well!"

Anne drew still farther back and found herself against the wall. Mere Gigot was advancing, cackling shrilly, making horrible grimaces.

"You beast!" cried Anne passionately, "You"—the woman had caught her in a crushing grip, and was commencing, despite her struggles, to tear at her clothes-"you-you loathsome beast!"

"Wait!" Fire-Eyes' voice came harshly, abruptly. "Our friend on the bed seems to be coming to life. Perhaps he will tell us whether mademoiselle is lying or not."

Anne, breathing heavily, her small hands clenched, her face flushed with anger and humiliation, leaned back against the wall as Mere Gigot released her. She could hear the Englishman mumbling —incoherently, it seemed —as though unconscious and delirious.

"What does he say?" shrilled Mere Gigot.

"The paper! . . . The paper!" The Englishman's voice rose highpitched and quavering. "Bowled 'em out . . . Stumped 'em . . . Posted it . . . Get it tomorrow . . . A bit of all-right, what?"

"Get some more cognac!" snapped Fire-Eyes.

Mère Gigot hurriedly left the room.

"And as for you mademoiselle_"

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ANNOUNCEMENT



EFFECTIVE September 15, 1925, the KINGSPORT PRESS SALES AGENCY, INC., will take over the sales agency of the Kingsport Press, formerly handled by J. H. Sears & Company, Inc.

The personnel, location, etc., of the new organization will remain the same.

The publishing business of J. H. SEARS AND CO., INC., will be continued under the old name, J. H. Sears and Co., Inc., at its present address, 40 West 57th St., New York City.

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THE LITTLE FRENCH GIRL AND SOUNDINGS



COMPANY NEW YORK





THOMAS POGARTY.

An old friend returns

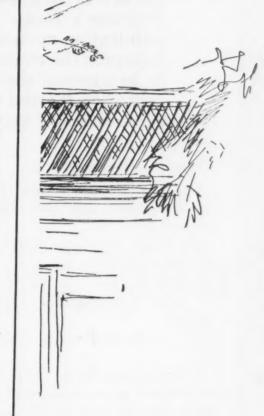
Country garbed, you might not even have noticed him as he came down the street, saying to himself: "Adventure? Adventure is like love . . . you can begin it anywhere!"

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-J. Kronish of the Edward P. Judd Company.

From the Critics:

"Willa Cather has published a new novel. If I should say no more than that, I should have said enough to send all discerning readers out for a copy. Miss Cather is not merely one of those rare writers who have taken a vow never to disappoint us. She is also indubitably one of the true classics of our generation. She is not merely entertaining. She is also important. The Professor's House is a disturbingly beautiful book."

-Stuart P. Sherman.

"The publication of a new novel by Willa Cather has come to mean more than the publication of another book. or even of another good book. It has come to mark a milestone in American literary progress."

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The New York Times says: "Professor Carver's book is not a Nowhere or an Erewhon: one is not looking backward, and men are not like gods. One is looking forward. And the happy and prosperous state that is envisaged is not the creation of poetic fancy. It is the forecast of one of our most scholarly and conservative economists of what these United States may become within a relatively short time. According to Professor Carver, we are now witnessing 'the only economic revolution in the world that amounts to a hill of beans.' The gradual disappearance of a distinctively laboring class through higher wages and capitalization of savings, and elimination of a capitalistic class through reduced rates of profit and interest, making capitalists of laborers and laborers of capitalists is a prospect that excites in Professor Carver the liveliest enthusiasm."

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in such brief space so complete and true a picture."

The New York Evening Post says: "The New Barbarians' is a thoughtful book on matters of the greatest importance to every American. It clarifies much muddled thinking that comes from a too-hasty reading of newspapers and magazines."

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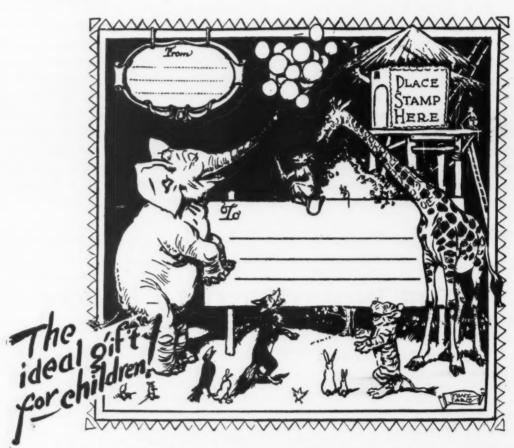
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, SEPTEMBER 19, 1925

Selling Books in a Commuters' Town

Interviews With Booksellers in a Suburb of 35,000 People

By Russell Raymond Voorhees

IN last week's issue Mr. Voorhees

gave the results of a journalist's

SCATTERED over the country there are hundreds of commuters' towns, towns where the majority of the people earn their living in some other city. Every day for six days in the week they leave their home town in the morning and

do not return until in the late afternoon. So accustomed are these commuters to the city in which they work that they think in terms of that city, live in terms of it, read the newspapers of that city—and in far too many cases spend their money in it, too. The bookseller is not protected

from this tendency any more than other retailers with the result that he has a fight on his hands to keep the book business at home where it belongs. How does he do it, or at least, how does he try to do it?

In Jersey there is a town named Montclair that is a typical commuters' town. There are no industries in Montclair which eliminates it from the industrial or mill type of town. In fact, there isn't anything there except retail stores—and commuters. How do the booksellers in Montclair keep the business at home and what are the oddities of selling books in a communters' town? Let's see. "In the first place, I would say, that a circulating library greatly helps in keeping the book business at home in a commuters' town like this," says Ida S. Madison, Book Buyer of The Edward Madison Co., Montclair, N. J., which carries a large and well-

assorted stock in a beautifully-arranged store. "Today we do not sell as many novels to the people for whom they are intended. By that I mean that the books are not bought by the people themselves. They buy them for gifts and prizes for the most part.

"Novel readers

interviews with booksellers in an "overshadowed city"; this article continues the study of city types by discussing conditions in a commuters' town, using for illustration, Montclair, N. J., next door to East Orange, the "overshadowed city," and also near Paterson, which will be considered as a typical manufacturing city.

are today increasingly patronizing the circulating libraries for their reading material. But when the time comes that they want a gift or a prize they, in many instances, decide on a book, in which case it is the logical thing to go to the store that operates the library and buy the book. I have found that in many, many instances business has been developed in our shop in just that way, thru our circulating library.

"Ever since the war I have noticed that people seem to want to learn something from their reading. Today we are selling almost as much biography and poetry as we do fiction which I attribute to this desire to learn something and also to a desire for better things in books. Of course, fiction is still the big seller but even in fiction there is a change in the demand. People today are asking for and buying the better fiction such as "The Little French Girl" and "The Divine Lady." These two are examples of the type of books that we find sell best in a town like Montclair.

More and more I am finding book buyers are demanding the well-written book even tho the plot may not be quite so absorbing. Among the men mystery and adventure stories seem to be by far the best sellers.

They Know What They Want

"Among the children I find that reading is quite a matter of habit. They like to read not only the series books that have become so popular but the single story as well. Finely illustrated books are the ones that sell especially well in this town. We sell a lot of them.

"In most cases I find that the people know just about what they want. Book news is so readily obtainable today that it isn't hard for people to know what are the new books and the best sellers and so on. The people here read the literary magazines and the book sections of the New York newspapers and Books of the Month which we give them, with the result that they are informed. Then there is our circulating library which enables them to borrow the new books and read them before they buy them either for themselves or for gift or prize purposes.

"Outside of our circulating library which we consider advertises us, we advertise in the local newspapers and also with direct by mail literature. In addition we use package stuffers and announcements of new books which we wrap with all purchases of books. That is another aid in getting

business."

Upper Montclair, in reality a part of Montclair itself but with its own shopping center, is the home of many of the commuters, especially the more wealthy. There is one bookstore in Upper Montclair which is enjoying a worth-while business. It is selling to the commuters and has learned a good deal about the commuter and his book buying methods.

"The thing that impresses me most is that there seems to be a mania for new books," says Margaret Dockery of Burner's of Upper Montclair, in giving her experiences in selling books to the commuter. "In many instances I find that it doesn't make a great deal of difference what the book is just so long as it is a new book. People do not buy books by author, either, to any great extent because they seem to realize that an author's name is not always a guarantee that the new book will be interesting.

"When it comes to the types of fiction which sell best I would say that the medium grade is the best seller. Books like 'Soundings' and 'The Reckless Lady' are examples of the sort of fiction that the people in this section seem to like. They do not as a rule want any sad endings or sad books. They seem to read for the most part for entertainment. Mystery stories are a type that seems to sell. People buy them regardless.

"There are quite a few of the purely bookish sort of people here who go in for the more highbrow things, and there is considerable of the better type of fiction sold, the really fine writing such as 'The Turn of the Day' and 'Thunderstorm.' They have sold very well here in Montclair.

"If you can assure the customer that the story is a pleasant one, that it will hold his interest and entertain him, it isn't difficult to sell him the book.

Good Display and Effective Jackets Help

"Of course, to be successful, a book-store must cater to the entire public and that means everybody, because I have found that no two people like the same book with the same degree of enthusiasm. And it isn't always possible to tell what a person is like if you are going to judge him entirely by external appearances.

"In most instances people know what they want when they come in here. In some cases it is possible to talk to them about other books and tell them what sort of story it is but generally they do not buy at that time. However, later on they may return and buy the very book that you talked up to them so it pays to discuss the new books with different sorts of customers who come in.

"Good display helps a great deal in selling books here. We find that when we have a large display of books, have them out where the customers can see them without trouble that we sell more books. Somehow they like to wander around and see what books we have.

"Then I believe that the jackets help sell a book in many instances. I have noticed the jackets with the most contrast seem to help most in selling books. Also jackets with a synopsis of the book printed in rather large type that is easily read and printed right on the front of the jacket is far better than a synopsis that is printed in small type and more or less hidden away on the inside of the jacket.

There is a bookstore in Montclair, The Children's Shop, that specializes in juvenile books. It also carries reprints but no new fiction. Its experience is interesting because it is a bit different.

Juveniles Are a Good Specialty

"We do not carry any new books because there is too great a loss in them considering the many new titles that are always coming out," says H. Maskin, Proprietor of The Children's Shop, in discussing his experiences in selling books in a commuters' town. "Our specialty is juvenile books and has been for the past sixteen years. I find that it is a good specialty. The boys and girls come in here for series for the most part. Series are very popular with them. They generally know exactly what they want when they come in.

"In fiction for adults we carry no new books because of the possible loss with the ever increasing number of new books that are coming out. Reprints we carry and sell in volume. I have found that reprints offer good possibilities to the bookseller. They are tried books for which there is a demand because they are known. In addition many of them are movie editions and that helps the sale of them to some extent. People have seen the movie and they want to read the book. I also find that some of the reprints have been run as a serial in some magazine or newspaper and that helps the sale of the books.

Another View on Circulating Libraries

"As to just what type of book sells best it would be hard to say. We do quite a business in the Dell and Glyn books. They all seem to be popular with our customers.

"The jacket is an important thing in the selling of a book. I find that the jacket with a photographic illustration always boosts the sale of the book. It seems to make the jacket far more attractive than if it were without. Plenty of contrast on the jacket is another thing that helps the sale of books, too.

"I do not run a circulating library because I feel that they are bad for the book business. I believe that sooner or later the book publisher will realize that he is killing off his book business with the circulating library. People rent the book, read it and then have no desire to buy it. I have never been in favor of the circulating library in a commuters' town or anywhere else for that matter."

That is what three booksellers have learned about selling books in a commuters' town of 35,000 people. Books can be sold because they are doing it. Probably they are not selling all of the books that are bought by the town folk but they are selling enough to make it profitable, which is something. They have told how they do it and what sort of books they sell. What booksellers in one commuters' town can do booksellers in other commuters' towns can also do if they will.



Printing Then and Now

In Connection with the fortieth anniversary number of the American Printer, E. A. Kendrick, a leading figure in the New York printing world, answered the question, "Are we doing better printing than forty years ago?" in the negative.

It was his opinion that: "There is, to be sure, good printing done today—printing as good as that done forty years ago, but little, if any, that is better than the best of a half century or more ago. The growth in volume has so far outstripped the advance in quality that it may be said that in general we have grown more than we have progressed."

Douglas C. McMurtrie, well-known printer and writer on printing, has, in the August 20th issue of the American Printer, replied to this contention, taking up vari-

ous fields of printing activity:

"I have great respect for Mr. Kendrick's judgment in matters relating to printing, but in this case I feel his conclusions are absolutely wrong. You could have no more graphic demonstration of the difference in the art of printing during the last forty years than to compare the best of the department store advertisements appearing in the New York Times of 1885 with almost any one of the department store advertisements in your issue today. The comparison, so far as taste is concerned is spectacular. And in the monthly and weekly magazines and the rotogravure sections of some of our newspapers we see frequently advertisements which are models of beauty as well as legibility.

"The art of advertising composition, which has so great a bearing on our daily life and reading, is almost entirely a prod-

uct of the last two decades.

"In the field of commercial printing the extent of the difference artistically during the last forty years has been equally marked. We can safely challenge Mr. Kendrick to produce a commercial catalog printed forty years ago that would pass muster by even a mediocre printer today. The average level of advertising printing is constantly improving, and many catalogs issued today are productions of real beauty.

"In the book publishing field one must admit that the average trade book is a pretty poor thing. This undoubtedly is the result of quantity production and the growth in volume to which you have referred. It is, however, beyond doubt that there are ten times more well-printed books now produced each year in the United States than there were forty years ago.

"As a matter of fact, there was only one good printing office in the United States forty years ago, that of Theodore L. De-Vinne, in his time the dean of American typographers. Mr. DeVinne printed for individuals and for the Grolier Club a

number of fine books.

"Yet it is no reflection on his work to say that not one of them measures up in taste and beauty to those currently produced by two or three present-day printers. Where forty years ago we had one distinguished printer, we have today half a dozen masters of their craft and at least a score more who stand in the front rank

of their profession.

"Thruout the country there is growing up a generation of young compositors who have a real enthusiasm for fine typography, an enthusiasm which does not spring from commercial motives but which brings, most fortunately, a commercial return. If one seeks today with any degree of intelligence, there can be found in almost any city in the country young men who will set a printing job—be it a book, a booklet or an advertisement-tastefully and effectively. These young men are reading the printing journals assiduously (and the printing journals themselves are improving all the time), are buying and reading books on printing and are setting type on jobs in which they have a great interest during their spare time.

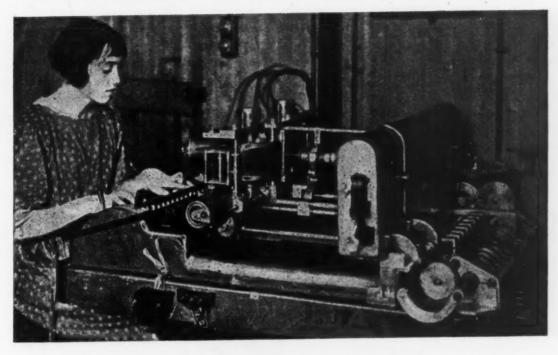
"Look for a moment at the other side of the story and you will find almost all of the capable compositors of forty years ago interested in rule twisting and the weird combination of atrocious types in layouts

of hopelessly involved design.

"Present day typographic standards are, I feel, infinitely higher than they were forty, twenty or ten years ago."

Experiments in Typeless Printing

British Invention Claims to Obviate Costly Composing



A WORKING MODEL OF THE LATEST TYPE OF PHOTOGRAPHIC COMPOSING MACHINE. A FIELD OF EXPERIMENT THAT HAS A FASCINATION FOR INVENTORS

as marvels of inventive genius, may soon be regarded as curious, crude, implements of the past, owing to the reported invention and perfection of photographic typesetting. The inventors are two Englishmen, J. R. C. August and E. K. Hunter, and their headquarters are Iliffe Works, Iliffe Street, Walworth, England.

Experts who have seen the machine in operation claim that it will probably revolutionize printing and that principles of printing in use since Caxton's time may soon become obsolete. Not since the invention of the modern radio has any such uncanny machine been invented. It is said to do away with metal type by substituting a photographic film upon which letters, figures, etc., have been photographed.

Altho no detailed or very informative explanation of the working of this new printing marvel has been given, the principal features have been explained. The machine is, as clearly as can be defined, a combination of a typewriter, a photographic instrument, together with certain features of process engraving.

The operator working a keyboard, similar to a typewriter's, causes letters and characters from a master film to be projected, one by one, in rapid sequence, on to a sensitised photographic film base. These projected letters are then rapidly photographed, the exposure being a matter of a fraction of a second. When this exposed film is developed we have the modern prototype of the "set-up-material" or typeline of the composing machine. It is in reality a photographic film bearing an image of the subject matter to be printed and is somewhat similar to the stage reached by the process engraver who obtains a negative by photographing an original.

On reaching this stage printing is a very simple matter and may be done in a dozen different ways. By line block for letter-press printing, by direct litho, by photographic processes from plate or stone, or by the offset photo-litho thruout.

Type in bewildering variety is available by an adjustment of focus of the lens which projects the master film image, this operation is completely automatic. A single spool 2 inches in diameter of "master film" 3 inches wide contains the equivalent of 2,700 "fonts" or complete sets of type.

The claims made for the invention read almost like a Jules Verne description of some creative machine of his brain. Some

of them are:

a—The printers' composing rooms of the future, instead of occupying great areas filled with costly machines, will consist of offices of a fraction of the size housing only the camera composers. Millions of dollars will be saved to the printing industry by the reduction of capital outlay, inasmuch as the bulk of the composing plant of to-day will become unnecessary.

b—The application of wireless telegraphy to the invention will enable a machine, installed in a London printing works, to set up the same matter simultaneously in many provincial towns.

c—Books and magazines whether of letterpress or pictures and in fact all printing will become much cheaper also more beautiful because of the greater variety of types available and the avoidance of intermediate processes, which tend to lessen the clearness of outline of the original type.

The invention, which involves many subsidiary inventions, has been protected by 70

British and foreign patents.

Children's Picture Books from Other Lands

Compiled by Edna Phillips



THE booksellers who are finding demand for the picture books of European publishers will value this list made after a fresh survey of the output of foreign publishers made by the Secretary for Work with Foreigners of the Massachusetts Library Commission, Division of Public Libraries. The list was complied at the request of the Bookshop for Boys and Girls, Boston, and the books were chosen from the exhibits at the Second International Book Fair, Florence; Ongania, Venice; and Paravia, Rome.

GERMAN

Dehmel, Paula und Richard. Fitzebutze. Allerhand Schnickschnack fur Kinder. Koln. Hermann Schaffstein.

Verses on various subjects with colored pictures.

FRENHOLD, K. F. von. Bilderbucher. Koln. Hermann Schaffstein. All pictures of the ultra-fantastic kind.

Kreidolf, Ernst. Die Schlafenden Baume; ein Marchen in Bildern mit Versen.

Koln. Hermann Schaffstein.

A story in verse of the sleeping trees.

Kreidolf, Ernst. Die Wiesenzwerge. Eine Marchendichtung mit 10 farbigen Vollbildern. Koln. Hermann Schaffstein.

A story of the meadow-dwarves with full page colored pictures.

KREIDOLF, ERNST. Der Gartentraum. Neue Blumenmarchen. Koln. Hermann Schaffstein.

Verses about garden flowers with fantastic pictures. KRESTJANOW, W. Fredi und Tedi. Bern. A. G. Benteli.

ITALIAN

ALLIAND, IDA. Storia di dieci ditini. Rome. Paravia.

Amusing stories of a certain "ten little fingers" that always got into trouble.

CATELANI, B. P. Le avventure di una mosca. Livorno. S. Belforte & Co. The adventures of a fly.

CUMAN-PERTILE, A. I racconti di nonno proverbio. Rome. Paravia.

Stories based on well-known proverbs, as "One flower does not make a May."

Dux, Dora. Nel ragno degli animali. Trieste. La Editoriale Libraria. An animal picture book with a few lines of text with each picture.

FRASCHETTI, VINCENZO. Fortunello. Fantasia marionettistica in un prologo e tre atti. Rome. Paravia.

A play for marionettes.

GARLANDI, SEVERINA. La stella di natale. Trieste. La Editoriale Libraria. A delightful Christmas story with many pictures.

GRIMM. Le piu belle fiabe dei Fratelli Grimm. Livorno. S. Belforte. The finest of the stories of the Brothers Grimm.

Oddone, Teresita E Flora, ed. Mille e una notte. Milano. Ulrico Hoepli. A collection of the best stories from "The Arabian Nights." Illustrated.

RUBINO, ANTONIO. Il pozzo incantata. Milano. Casa Editrice Sonzogno. The enchanted well. A fairy tale.

SCHWARZ, LINA. La giornata dei piccini. Trieste. La Editoriale Libraria. The little ones' day, mostly pictures.

POLISH

EJSMOND, JULIAN. Wzbozu. Perzynski, Niklewicz & Co. In a cornfield.

Mortkowiczowa, Janina. Przygoda w lesie. Warsaw. G. Centner i ska. An adventure in a forest.

ROGOSZOWNA, ZOFIA. Klitus Bajdus. Warsaw. Wydawnictwo M. Arcta. Fairy stories.

RYDEL, LUCYAN. Bajka o kasi i krolewiczu. Nakladem Towarskystwa. Fables about Katy and the Prince.

Szuchowa, S. Szepty myszek. Warsaw. W. Glowczewska. Whispers of mice.

ROUMANIAN

Popescu, Bajenaru. Din Tara Basmelor. Bucarest. Institute de artes Grafice "Cartea Romancasca."

Folk tales from Roumania.

SERBIAN

KLEINMAYR-BAMBERGOVE. Pepelka. V. Ljubljani. Charming illustrations in color.

THE Publishers' Weekly. The American BOOK TRADE JOURNAL

Founded by F. Leypoldt
EDIORS

R. R. BOWKER F. G. MELCHER

September 19, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Installment Selling

THE habit of buying on credit and on the installment plan has been steadily increasing in the last few years and has called forth much comment in business and financial circles. Years ago, there were only a few lines of merchandise sold to the ordinary householder on the installment plan, pianos, in particular, being an item of expense that many preferred to Furniture break into partial payments. has always been sold on that basis but more especially when a full equipment was needed or a large expenditure made at one time. Clothing and jewelry have had their installment houses added to other ways of selling. The largest increment to the installment practices of the American householder has come from the automobile business, which has steadily extended the amount of credit given and perfected the methods of handling these installments. In the first few years of automobile selling, it was not considered possible to handle the business that way, and people who could not pay outright searched out their own means of borrowing. Now, however, the automobile companies have put their own credit plans into operation with greatly increased sales.

It has been estimated that there is \$3,000,000,000 worth of credit extension, which would mean about \$120 for every family in the United States. This does not include monthly charge accounts.

The book business has always been an active agent in the field of installments, tho it has never produced any totals to swell the installment business to its present high It was long ago discovered that standard sets could best be marketed on the installment plan—also encyclopaedias, large dictionaries, standard sets for children, etc. Large organizations for thoroly canvassing the country have built enormous sales for such works as Stoddard's "Lectures," Burton Holmes' "Travelogues," "The Book of Knowledge," etc., and thru the mails millions of dollars' worth have been sold of "The Encyclopaedia Britannica," Ridpath's "History of the World," O. Henry's works and numerous other sets which quickly come to the mind of any bookman.

In the publishing field, the departments of general publishing and of subscription publishing have usually been kept separate. Charles Scribner's Sons, Houghton Mifflin Company, Dodd, Mead & Company, D. Appelton & Company and many others have had separate departments for the installment business developed by the canvassing method while not seeking to use this method thru the regular trade. bookstores, in fact, have never proved the best agencies for selling on the subscription or installment basis. The potential customer finds it all too easy to postpone decisions when he is being visited by a representative from "just down-town," and this difficulty of getting a final decision puts the local store at a great disadvantage.

Some bookstores, however, have found it an advantage to adopt a modest replica of the installment idea by encouraging active buyers to buy to the full extent of their book interest and then to make the payments in instalments, such as 20% a month of the amount due. Such a method, by closing the sale for a larger amount and putting the customer into possession of books that he will thoroly enjoy and use, has proved profitable, as the larger sale offsets the slight cost of the deferred pay-There would, however, not be margin enough in the retailer's discounts to spread payment over a long series of months as is done in the regular subscription selling.

Whether the whole installment method is ultimately helpful or harmful to business cannot be said. There is a wide difference of opinion both among business men and economists. It is said by some that extention of credit strengthens the business structure of the country, by others that it improves the standards of living. The business man's point of view, however, is less economic than financial, and what he will really ask is, "Does it pay?"

An "Amazing Bargain"

I T cannot be that anyone in the booktrade will be suprised to see by the double page advertisement of Haldeman-Julius Company in the New York Times Book Review of September 6th that the "Little Blue Books" are to be again offered as an "amazing bargain, at the astonishingly low price of 5c."

As has been pointed out in the Publishers' Weekly before, the announcement in June in the same medium that "July 1st marked the last chance to obtain these books at 5c." should not be taken seriously. Mr. Haldeman-Julius wrote to the Publishers' Weekly, a long letter complaining of its criticism of his advertising, which was printed, but has now proceeded to justify the criticism by again taking heavy space to state that his announcement in February was not to be taken seriously, that his advertising in March was not accurate, and that his announcement of change of ownership of the series and subsequent change in price after July 1st was not to be carried out unless the change in the firm name to E. Haldeman-Julius Company be pointed to as a change of ownership.

It must be a good deal of strain on the business office of the Times, to continue to be the medium selected for announcing and reannouncing Mr. Haldeman-Julius's random statements. As the Publishers' Weekly has said before, it is keenly interested in any effort to distribute books, at whatsoever price and thru whatsoever It does believe, however, that advertising publishers have a certain obligation to maintain ethical standards in their announcements, and it dislikes to believe that people will not buy good literature unless baited into the purchase by reckless announcements.



From the Caroline Progress

Favorite Heroines

THE Woman's Home Companion sent out a letter to 250 girls and asked the names of their favorite heroines. The largest vote went to Joan of Arc with 100 and Cleopatra second with 40. There is a strange contrast between the two, the spiritual leader of a nation and the Egyptian "vamp." But, however the opinions were reached, it was thru their reading that the girls came to know these characters of history, and it must always be thru books that events of history and ideals of personal character are visua-The Woman's Home Companion is going further with this study, and the result should be of interest to those who are interested in girls' reading.

NEXT WEEK The Fall Announcement Number

!! The Key to All Fall Bookselling !!

This promises to be the most active bookselling season that the American trade has ever known, and proper tools are an absolute necessity.

> Extra copies 25c. Bound " 75c.

English Book Trade News

From Our London Correspondent

Summer Business

N spite of what one has heard to the contrary, the summer trade has not been hopeless. Most people have been out-of-doors during this summer and many American folk who have visited England this year will readily admit that the sun does sometimes shine in Great Britain. However, tho the Jeremiahs have been bemoaning the lack of trade, there really has been quite a deal. Granted that most of it has been in the way of the cheap reprint, what does it matter so long as these have been in demand? I hear that this summer, more cheap reprints have been sold than in any previous year. Many booksellers have told me this. And they have been glad of the cheap book. Time was when it did not exist. Then, indeed, there were dog days.

The Coming Autumn

We have been looking over the autumn lists, and the prospects are for a fine season. A very experienced salesman the other day, who had just come back from the north, said that his order book was very happily crowded with orders. All he hoped was that no serious industrial troubles would come along to disturb the trade.

Paper Trade

The paper trade has not been too good during the past few months, excepting in the lines used in the cheap reprints. It was not quite satisfactory in the latter part of the spring, but it is now, of course, getting much better.

A Printing Paragraph

During the last few years there has been a steady trend of big business towards the country printers. It has been computed by a London printer in a large way, that the well-equipped country house has an advantage of more than 15% over London establishments. One went so far as to say that the country printer could quote 15% under his London competitor's cost price and then make a profit. Be that the exact state of things or not, the provincial houses

with up-to-date plants and good facilities for delivery, either by road or by rail, are the ones getting the good orders wherever rush delivery is not a necessity.

The Bookseller

The following two paragraphs are taken from that excellent house organ—Constable's Monthly List. They are two of several, under the general heading of Notes on the Annual Conference of the Booksellers' Association. It is something to find such comments in a publisher's journal. It means that publishers and booksellers are getting closer together nowadays, a fact happily confirmed by the establishment and effective working of the lately formed National Book Council, the members of which are recruited from authors, publishers and booksellers.

"Surely, then, in their attitude towards booksellers' aspirations publishers will be swaved by the individual qualities of the booksellers themselves? The help that they are asked to give they will give to those whom they delight to honor. An energetic bookseller who tries to know about his books; who, in his determination to create book-buyers, gives himself trouble and makes plans beyond the mere letter of his bond; who collaborates with a publisher in creating a market for a book that will not sell itself—such a bookseller can ask almost any favor from a publisher, and be sure of getting it. Is it not reasonable that he should be thus advantaged? Is it not part of the publisher's job to show this recognition of an ally's quality?"

"There are always persons ready to charge any trade association with being a "trust," just as there are always persons lavish of accusations against the wrongdoings of trade unions. It may be that some trade associations are indeed unwarranted exploiters of the public; some trade unions, perhaps, may inflict on the community an organized incompetence. But such few evil-doers, if they exist and however they may abuse their fundamental purposes, do not destroy the value of the idea behind them."

Profitable Book-Merchandising

By Charles L. Pollard

V

The Mailing List

In all probability there is not a store without a mailing list of some sort. But it is not so probable that this list is all it should be, or that the best possible results are obtained from the use of it. Too many stores, decidedly lax here, but

half-heartedly or sporadically utilize their list, or allow it to become antique. or play it after a hit or miss fashion —generally miss. Regarding the list itself, too much cannot be urged about keeping it up to date in all its divisions, general and special; or about the consistent and regular use of it.

There are in general two divisions of the mailing list: the complete or "general" list; and its ramifications into

classifications of professional and trades people, the "special" lists. Such a division facilitates its use. The general list should include the names of all persons who have a charge book account, and, too often this important section is overlooked, the names of those customers who pay cash. It is one of the most important duties of the clerks to obtain the names of such customers, with whatever helpful notations they may add. Since this group is the run of the store's clientele, it must be sent material with a universal appeal, that each person in it may find something of interest. Certainly one of the monthly book lists should be sent, with publishers' pamphlets and booklets, the store's own house organ or letters calling attention to desirable features and titles, circulars on seasonal books, etc. Any number of stores send out each year a Christmas bulletin and consider the results highly profitable. The profits are only slightly less if the various books of seasonal, local,

or circumstantial appeal are exploited in the same manner. Material sent on the general list serves the double duty of advertising-periodically and pleasantly reminding the customer of the store; and of salesmen, calling attention to the new books and approaching its variegated audience with a diversified offering.

Professional and business people are, naturally, vitally interested in their work—the advertis-

ing solicitor, mechanic, contractor, lawyer, all these are everlastingly on the watch for helpful books. It is a profit offering itself, but how few stores realize from this potential business, a business the many "special" lists should secure. Not only should the professional and trades people who already trade at a store be on its special lists, but others who are prominent—they may be converted. Having an exact classification, the next thing is to utilize the lists. Publishers are only too anxious to send quantities of circulars about their technical books, whether on religion, flower growing, or medicine. These circulars mean sales if placed, thru the special mailing lists, in the hands of interested parties. Then special



letters may be written calling attention to newly published books in specialized fields, e. q., a letter to store and office managers describing a new title on retailing, salesmanship, or executive management, and showing wherein it would be helpful to himself or his assistants. Such a letter is sure of consideration, even if it doesn't make a sale: and the recipient feels that here is a progressive bookstore, one that can be of service to him. Engineering companies, to take another example, are always in the market for books on reinforced concrete, dynamics, bridge-building, or any number of other engineering fields. It is up to the book dealer to keep abreast of the technical publications and to push them if he would realize from the mailing list.

The mailing list—general and special—is a contact with a group that would not be reached otherwise, and this is its chief value. The list can be so expertly handled that many who never enter the store will come to wait for it and do their buying from it. It thus enlarges the store's clientele, and secures increased business at the slight additional overhead costs of mailing. It is responsible for *immediate* sales, frequently in quantities; for a type of business that can be handled with little attack upon the store's capital.

The mailing list, then, is of universal and particular appeal; is a constant reminder of the store using it; and secures and increases an otherwise lost or unde-

veloped amount of business.

AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists

Edited by Merle Johnson

Number 76

CONRAD AIKEN, 1889

Compiled by Alfred C. Potter

A IKEN is one of the important if somewhat esoteric group of Americans of which Ezra Pound and T. S. Eliot are members who live abroad chiefly. He is a poet who uses many verse forms, including verse libre; a critical writer, and an author of short stories.

EARTH TRIUMPHANT AND OTHER TALES IN VERSE. New York, [19,14].

THE JIG OF FORSLIN. A SYMPHONY. Boston, [1916].

TURNS AND MOVIES AND OTHER TALES IN VERSE. Boston, [1916]. NOCTURNE OF REMEMBERED SPRING AND OTHER POEMS. Boston, [1917].

THE CHARNEL ROSE, SENLIN: A BIOGRAPHY, AND OTHER POEMS. Boston, [1918].

SCEPTICISMS. New York, [1919].

THE HOUSE OF DUST, A SYMPHONY. Boston, [1920].

PUNCH: THE IMMORTAL LIAR. New York, [1921].

Editor of: MODERN AMERICAN POETS. London, [1922].

PRIAPUS AND THE POOL. Cambridge, [1922].

THE PILGRIMAGE OF FESTUS. New York, [1923].

BRING! BRING! New York, [1925].

Quiet Corner of a Very Busy Shop

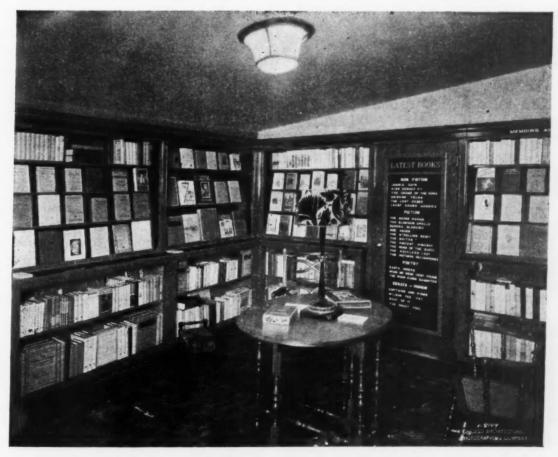
Book Room of the Harvey Shop in the Union Station, Chicago

THE Harvey Book Shop in the new Union Station in Chicago, as described and illustrated in last week's Publishers' Weekly, is provided with a feature not usually expected in a terminal bookshop, and that is a little leisurely book room away from the rush and hurry of the concourse. And so admirably has this been equipped that it seems well to reproduce the interior from the photograph now received.

The plan of showing a great many books with their side covers displayed is rather novel in the book business, but it adds very much to the attractiveness of the room, as the value of the art of the covers is usually lost, unless books are laid on the counter. The books are under classifications, and the rear door out of the room is used as a bulletin board to call atten-



A CORNER OF A BUSY TERMINAL BOOKSHOP WHERE CUSTOMERS MAY EXAMINE BOOKS AT LEISURE



NOVEL FEATURES OF THIS BOOKSHOP INCLUDE: THE DISPLAY OF MANY SIDE COVERS TO SHOW THE VIVID JACKETS, THE BULLETIN BOARD ON THE BACK DOOR, AND A LOW STOOL NEAR THE LOWER SHELVES

tion to certain outstanding new books under each classification. It is not planned to use the central table, except for one or two volumes and to pile up books for the examination of the visiting customer. The lower shelves are being fully used, and, to make it possible for customers to examine books there, a low stool has been provided. On special display for the interest of customers, there are four original manuscripts

of Eugene Field.

In the shop as a whole this sense of leisureliness is kept secondary to the main need of a terminal bookshop, which is for prompt and well-informed service for the hurrying traveler. And in the main book floor not only are books displayed in their own window front, but, at the other entrance to the Minute Shops where cigars are sold, stacks of books are prominently Besides the bookshop and restaurant, the Fred Harvey Company will control a dozen other shops all in one general grouping. The railroads using this new terminal are the Pennsylvania System; the Chicago, Milwaukee & St. Paul; Chicago, Burlington & Quincy; and Chicago and Alton.

Model Book Stand for a Terminal

WHEN the Union News Company of New York decided that the concourse of the Hudson Tubes at the Manhattan end would supply a larger outlet for books than was possible on a news-stand it took extra floor space and designed a very admirable book booth, which has proved its value and worth. It has used cases built of the heaviest glass which are 15 inches high and deep enough for three rows. These give fine opportunity for display inside, whether for books laid on their sides or opened to illustrations, and the tops are used for current books, held up for special emphasis. Two cases are devoted wholly to children's books, which are always in demand where people are starting out, for home or on journeys.

A large stock of 2,000 or 3,000 volumes is carried, including standard series, the *Modern Library*, all the latest popular sellers, and reprints. The booth has all the air and equipment of a full-fledged bookshop. It requires two salesmen to take care of the business.

Post Office Appeals for More Complete Addressing

THE Post Office Department of the government has been surveying its problems, and appeals to the users of the mails to be more careful in supplying complete addresses. This has become particularly important in large cities where there are many sub-stations and hundreds of delivery routes. The mail cannot go promptly to its destination without the exact street number, and it cannot be promptly delivered in the building without the room num-In New York, for instance, there are 50 branch post offices, and on Broadway alone there are 21 postal districts. If the street number has been left off because the sender did not wish to take time to look it up, or if it was not conspicuously printed on the business stationery of the correspondent there are hours of delay.

Another mistake is to use the names of crossing streets. There are four corners to a street, and many corners fall in four different postal districts. More delay. Some large office buildings have hundreds of of-The carriers may gradually learn the room numbers by heart, but oftentimes there are substitutes during sickness or vacation, and the substitutes will have long delays in finding addressees in big build-The use of the names of buildings instead of street numbers causes confusion, as names change and buildings with similar names are constantly coming into ex-Much of the sorting of mail is done on trains when the mail is on the way to the city, and those who do this work must sort only by street numbers and cannot be fully familiar with other details.

Some merchants receive mail thru post office boxes, and they should be sure to print on their stationery not only the number of the post office box but the post station district

Everything that has been said about office buildings applies equally to apartment houses, that is, the number of the apartment as well as the street number should be used. The most practical help that can be given by the business man is to print his address plainly on all correspondence, so that the person replying will put on the full address almost automatically.

In the Book Market



LOCAL INTEREST MADE A POWERFUL APPEAL IN BRENTANO'S CHICAGO DISPLAY OF "THE SMITHS." OLD CHICAGO PHOTOGRAPHS WERE THE FEATURE

THE fact that much of the material needed for an authorized "Memoirs of William Jennings Bryan" was in the hands of Mrs. Bryan at the time of her husband's death has made possible the fall date for the publication which greatly increases the potential market for the volume.

Mr. Bryan had prepared a part of the memoirs and his files of letters were voluminous and complete. There is much material which could not have been used earlier but which his widow and biographer, Mary Baird Bryan, now believes can be printed and by so doing provide important side-lights on crucial periods in the history of the last thirty years.

John C. Winston Co. who have obtained the rights for the book have placed at Mrs. Bryan's command a corps of trained assistants so that the work may go on rapidly yet with full command and knowledge of all the documents.

EMILY Post's novel of smart life in and about New York will be read by many who pored over "Etiquette," for here are those who know the rules playing the game.

A window of "Etiquette" and "Parade" ought to be good.

THE DATE OF PUBLICATION of Tony Sarg's "Book of Animals" and "Wonder Zoo" has been postponed by Greenberg until September. Barse and Hopkins have changed the date of "Peggy's Prize Cruise" to September 19th.

FEW BOOKS have ever been so completely and promptly connected up with news space and public discussions as has General Mitchell's "Winged Defense," and a clear demonstration of what this can do for the sale of a book has been shown by the telegraph orders which have poured in to Putnam's. Many dealers are connecting the news clippings with displays.

BONI & LIVERIGHT have made rather an attractive volume of Sherwood Anderson's first novel under their imprint. They speak with a deal of pride over his addition to their list. The back of the dust jacket is made of a drawing of Mr. Anderson the same size as the book. The new novel is supposed to reflect some of his impressions of the south including New Orleans where he has lived for some time.

The Selling of Business Books by Catalog

THE new catalog of the Dixie Business Book Shop, Inc., of 140 Greenwich Street, New York, is an interesting example of a specialty raised to a high degree of importance and professional development during a short time. Such a business could not have been developed twenty years ago with the little literature there then was in the business field.

Robert L. Smitley has made the subject of business books a specialty of his own, and in this catalog lists over 5,000 items in 185 pages. These books are cataloged under 50 headings, with a classification system that has been worked out by practical experience. Before each classification is an introductory note emphasizing special aspects of the subject in hand and pointing out the outstanding books in the collection. There is also a section of rare books, one on business fiction, etc.

As supplemental matter there are reprinted reading lists for students of commerce and business administration compiled by a committee of the faculty of the University of Chicago and a list of outstanding current business books compiled by Ethel Cleland, librarian of the business branch of

the Indianapolis Public Library.

A business library for the home is another interesting suggestion, and this list of 50 is carefully worked over and revised by Mr. Smitley. He starts with Plato's "Republic" and Aristotle's "Ethics" and ends with the current "Statesman's Yearbook." Among other books suggested for the home reading of business men are Robinson's "Mind in the Making," Slosson's "Creative Chemistry," Bigelow's "Life of Franklin," Selfridge's "Romance of Commerce," and Emerson's "Essays."

A Maugham Compliment

An Englishman is not necessarily inferior to a Frenchman when it comes to turning a compliment. Mr. Somerset Maugham was asked recently in Paris by a Frenchman what he thought of the translation of one of his novels by Mme. Blanchet.

"Since I have read the French version," he replied, "I have the feeling that I translated it very badly into English."

-London Daily Express.

Censorship is Ticklish Business

Leter VERY vocation has its seamy side—the law its shysters, medicine its quacks, the ministry its charlatans, business its swindlers. And among publishers, unhappily, we have those who put indecent things in print," says a leading editorial in the Woman's Home Companion, commenting on the question of book censorship.

"It is seldom reputable to attack the disreputable. You want to help clean up the field in which you work, and yet when you try to do so you are subject to two criticisms. The timid say that you are fouling your own nest. The cynical say that you are feathering your own nest—at the ex-

pense of your competitors.

"We hardly believe, however, that any reader of the Woman's Home Companion will confuse it or even think of it as in the same business with the many salacious magazines which are now being driven from the news-stands in many states. None of those sheets is brother or sister or even cousin of ours. Neither are they competitors, for the prurient nickels and dimes which they filch from the youngsters could never be diverted our way. Speaking not as publisher but as an old friend of the American parent and a jealous defender of American youth, we offer our heartiest support to the officials and the women's organizations that are fighting dirty litera-

"This is not to encourage the craze for censorship which often seizes upon busybodies. There is no more excuse now than there ever was for setting up public or private judges to say what the people should be allowed to read or hear or see in print, on the stage or in art. No human is wise enough to decide what is good for the rest of us. Certain laws, which have been on the statute books long enough to be well tested, make it possible to punish or suppress by threat any downright indecency. The success of the present attack on bad magazines should prove that these laws are adequate. We must take care that we do not, in the heat of the chase, outrun them and plunge into a censorship outraging the American ideal of a free press."

Changes in Price

MINTON, BALCH & COMPANY *Old Ship Figure-Heads and Sterns," by L. G. Carr Laughton, has been changed from \$25.00 to \$35.00. "Sailing Ship Models," by R. Morton Nance, has been changed from \$22.50 to \$25.00.

"Lord Timothy Dexter," by J. P. Marquand, will be published on September 26th at \$3.50 instead of

Communication

DON'T LET ANYONE SAY BOOK-SELLERS AREN'T ALIVE

September 10, 1925.

Editor, Publishers' Weekly:

If anyone ever says to you again that booksellers aren't a live gang-tell them they're wrong and we'll prove it.

For instance "The Keeper of the Bees"

campaign.

1140 dealers (think of it-1140!) made complete window displays on this book. About 3000 dealers sent out imprinted direct mail material to 1, lithographed Dealers handled their 000,000 people. own publicity campaigns in over 100 cities and their own advertising campaigns in at least 200 more (spending about \$3,000.00 to \$5,000.00) on advertising, we estimate. Right on their toes in many of the towns we advertised in, dealers such as Stewart, Kidd, and others slipped a small notice right under our general ad saying "We have The Keeper of the Bees for you at

Over 100 dealers have signed up for our window display contest sending in photographs (that cost them at least \$500.00) and you ought to see the windows! A prominent advertising man in New York told me that he never seen better ones anywhere in any line of goods. At least a dozen dealers had bee hives full of bees, many of them had flowers, painted backdrops, dressed manikins to detail the characters of the story, and other details that surprised us. Nusbaum's, for instance, in Norfolk, Virginia, had a beautiful window with a full bee hive of bees and a sign saying "Bees will be out at 3 P. M. Watch for them." That created a lot of excitement. Another dealer got out a story in the local paper that his display of bees had swarmed on him and several dealers had the whole town talking about their display. And these were the big fellows as well as the little ones. You couldn't go down Fifth Avenue for a week without running pell

mell into Brentano's display. And that was just as true with Fowler Bros., Los Angeles, or Brentano's in Chicago. A good many dealers put in educational windows that were most interesting. N. B. Read & Co. in Bloomington, Illinois, had a great one like that—a window full of the book and then a display showing every process in the making of honey-bees and all.

Alive? The dealers rushed us off our feet and that's the literal truth. Beat the enclosed photo-in any line if you cana baby carriage in the baby parade at Asbury Park-all dressed up like "The

Keeper of the Bees."

Sincerely yours, DANIEL LONGWELL, Doubleday, Page & Co.

Periodical Note

SIDNEY A. STORER has new offices at 4 West 40th Street, New York, where he publishes his Creative Dance Magazine, edited by Ruth St. Dennis and Ted Shawn, Art Events, edited by J. M. Bowles, and Grand Central Art Galleries Magazine.

Business Note

NEW YORK CITY.—B. Westerman & Company, importers and dealers in foreign books, have leased for a term of several years the five story building at 13 West 46th Street. This will bring them one block from Brentano's and in the center of the New York retailing district.

Obituary EDITH M. THOMAS

EDITH M. THOMAS, a poet of note and long a member of the editorial staff of Harper's magazine died September 14th at the age of 71. Miss Thomas was born in Ohio and was from an early age deeply interested in poetry and the classics. She was a Greek scholar and was a member of the Greek-American Association and contributed occasionally to Greek-American newspapers. Among her works are: New Year's Masque and Other Poems," 1885; "Lyrics and Sonnets," 1887; "The Inverted Torch," 1890; "Fair Shadow Land," 1893; "In Sunshine Land," 1895; "A Winter Swallow and Other Verse," 1896; "The Dancers," 1903; "The Guest at the Gate," 1909; "The White Messenger," and "The Flower From the Ashes," 1915.

The Weekly Record of New Publications

HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus; [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo; 25 cm.): D (12mo: 20 cm.): S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Henry

Democracy, an American novel. 381p. D

[c. '08] N. Y., Holt \$2

A new edition of a novel by the author of "The Education of Henry Adams," which was first published anonymously.

Aesop

The fables of Aesop; text based upon La Fontaine and Croxall. 254p. il. (pt. col.) O [c. '25] Chic., A. Whitman

Anderson, Robert Gordon

Over the hill stories. 140p. il. (col. front.) O '25, c. '24, '25 N. Y., Putnam \$2

The adventures of Merrybell, Teddyjenks and Baby
Dorothy, who set out to see the world.

Andrews, Matthew Page

A miniature copy of the biggest book in the world, The story of the south in the building of the republic. 27p. il. O c. Balt, Norman, Remington

"The Biggest Book in the World" of which this little volume is a replica in miniature, was exhibited in May 1925 at an exposition of the development of southern industries held at the Grand Central Palace, New York. It measured 6 feet 10 inches in height and weighed approximately 500 pounds.

Athearn, Clarence R.

Interchurch government. 391p. (4 p. bibl.) il. D [c. '25] N. Y., Century

Austin, Frederick Britten

Thirteen; introd. by Coulson Kernahan. 360p. D '25 c. '17-'25 Garden City, N. Y., Doubleday

A collection of thirteen short stories dealing with men and women, war, and the sea, and death in many forms.

Bacon, Peggy

Funeralities. [lim. ed.] no p. il. O c. N. Y., Aldergate Press, 30 W. 8th St. bds. \$10 Light verse on some serious matters.

Bailey, Carolyn Sherwin

The wonderful tree, and golden day stories. 254p. il. (col.) O [c. '25] Chic., A. Whitman

Children's stories for the various holidays of the

known.

Baker, Margaret
The little girl who curtsied; il. by Mary Baker. no p. D c. N. Y., Duffield A book for little children.

Bancroft, Sir Squire

Empty chairs. 253p. O [c. '25] N. Y., Stokes The famous actor-manager, now in his 85th year, recalls interesting men and women whom he has

Bannerman, Mrs. Helen

Little black Sambo; enl. picture ed. 61p. il. O [n.d.] Chic., A. Whitman Barton, Howard A.

How to write advertising. 275p. il. D [c. '25] Phil., Lippincott

Baskerville, Rosetta Gage Harvey [Mrs. George Kuyften Baskerville]

The flame tree, and other folk-lore stories from Uganda. 121p. il. D [n.d.] N. Y., Mac-

A book for children.

Beach, Harlan Page, D.D., and Fahs, Charles Harvey, eds.

World missionary atlas. 251p. maps (pt. col.) F c. N. Y., Inst. of Social & Religious Research

Containing a directory of missionary societies, classified summaries of statistics, maps showing the location of mission stations thruout the world, a descriptive account of the principal mission lands, and comprehensive indices.

Bell, Aubrey Fitz Gerald

Contemporary Spanish literature. 276p. O [c. '25] N. Y., Knopf

Abel, James Frederick

A study of two hundred and sixty school consolidations. 43p. diagrs. O (U. S. Bur. of educ. bull., 1924, no. 32) '25 Wash., D. C., Gov't Pr. Off.; Sup't. of Doc. apply

American Red Cross Life Saving Service, and, Dept. of Publications, Camp Fire Girls
Camp Fire Girls book of aquatics. 63p. il., diagrs.
O '25 N. Y., Camp Fire Outfitting Co., 199 Greene pap. 35c.

Bell, Warren

Jim Mortimer; [new ed.] 272p. D (Black's novel lib.) '25 [N. Y., Macmillan]

Belloc, Hilaire i. e. Joseph Hilaire Pierre

A history of England; v. I. 434p. front. (por.) maps O c. N. Y., Putnam
Covering the period from 55 B. C. to 1066 A. D.

Benson, Edward Frederic

Colin II. 308p. D [c. '25] N. Y., Doran

This continuation of the author's earlier novel, "Colin," tells how love wipes out the evil inheritance of the young Earl of Yardley.

Benson, Robert Hugh

The king's achievement. 383p. D (Kenedy popular lib.) '25 N. Y., P. J. Kenedy \$1.25

Romance—the loveliest thing. 312p. D c. N. Y., Holt A "first" novel. The story of Marcia who knew that Romance must be the loveliest thing because so many and such different men offered it to her.

Blake, William Hume

Brown waters, and other sketches; to-gether with a Fragment, and, Yarns. 263p. D '25, c. '15, '95 N. Y., Macmillan bds. \$2 Essays by an angler.

Barbour, Ralph Henry [Richard Stillman Powell, pseud.]

Barry Locke half-back. 342p. il. D [c.'25] N. Y., Century \$1.75 A prep school story for boys.

Bryant, Lorinda Munson [Mrs. Charles W.

The children's book of celebrated bridges. 105p. il. O [c. '25] N. Y., Century

Burr, Mrs. Anna Robeson Brown

St. Helios. 373p. D c. N. Y., Duffield \$2 A romance which brings a group of English Victorians into ruthless contact with the modern generation.

Bywater, Hector C.

The great Pacific war. 326p. maps D '25 Bost., Houghton An account of an imaginary war between the United States and Japan in the years 1931-33.

Caldwell, Robert Granville

A short history of the American people; [v. 1] 1492-1860. 530p. (bibl. footnotes) maps O c. N. Y., Putnam \$3.75

Calthrop, Dion Clayton, i. e. Dion William Palgrave Clayton

St. Quin; [new. ed.] 299p. D (Black's novel lib.) '25 [N. Y., Macmillan] \$1.25

Carpenter, Ernest C.

The boyhood days of President Calvin Coolidge, or, From the Green Mountains to the White House. 188p. il. map D c. Rutland, Vt., Tuttle Co. The author was President Coolidge's teacher in the public schools of Plymouth.

Carpenter, Frank George

China. 324p. il., maps O (Carpenter's world travels) c. Garden City, N. Y., Double-

Charles, Pierre

Prayer for all times; tr. by Maud Monahan from La prière de toutes les heures. 179p. D'25 N. Y., P. J. Kenedy \$1.75

Clarke, Covington

The lost canyon. 269p. front. D [c. '25] Chic., Reilly & Lee
A western adventure story for boys.

Coblentz, Stanton A., comp.

Modern British lyrics; an anthology. 232p. \$2; lea., \$3 D c. N. Y., Minton, Balch \$2; lea., \$ A companion volume to "Modern American Lyrics.

Cocteau, Jean

The grand écart; tr. by Lewis Galantière. 153p. D c. N. Y., Putnam \$2

The mental, spiritual and amorous adventures of a young man in Paris.

Coward, Noel

The vortex; a play in three acts. 193p. D (Harper's modern plays) c. N. Y., Harper bds. \$1.50

The text of a play which has just been produced on the New York stage.

Crabbs, Lelah Mae

Measuring efficiency in supervision and teaching. 116p. (1p. bibl.) diagrs. O (Contribs. to educ., no. 175) c. N. Y., Teachers College, Columbia Uniiv. pap. \$1.50; \$1.25

Culbreth, Rev. J. M.
Studies in Methodist history. 141p. D
(Cokesbury training course) '25 c. '24 NashCokesbury Press bds. 60 c.

Deihl, Edna Graff
The little black hen. 61p. il. (col.) O [c. '25] Chic., A. Whitman
A story for very little children.

Deutsch. Babette

Honey out of the rock. 138p. D (Appleton lib. of verse) c. N. Y., Appleton \$1.50

A new volume of poetry by the author of "Banners."

Dunlap, Knight

Old and new viewpoints in psychology. 166p. D '25 St. Louis, C. V. Mosby

Committee on Industry and Trade Survey of overseas markets. 744p. O '25 [N. Y., British Lib. of Information, 44 Whitehall St.]

Community chests; rev. ed. 4p. O (Russell Sage Found. Lib., bull. no. 71) '25 N. Y., Russell Sage Found. Lib.

Found. Lib.

Cook, Francis H.

The territory of Washington as described by an impartial pen; ed. by J. Orin Oliphant. 38p. front.

(por.) O '25 Cheney, Wash. State Normal School apply

Corbus, Budd C., and O'Conor, Vincent J.

Diathermy in the treatment of genito-urinary diseases. 1949. (2p. bibl.) il. O c. St. Paul, Minn., Bruce Pub. Co.

St. Paul, Minn., \$5

Davis, John William

The constitution, a thing of life. 48p. D (Cutler lecture, 1923) '25 Rochester, N. Y., E. R. Andrews Pr. Co., Aqueduct Bldg.

Eliot Ethel Cook [Mrs. Samuel Atkins Eliot,

Fireweed. 319p. front. D [c. '25] Garden City, N. Y., Doubleday A story for girls.

Erskine, Laurie York

Valor of the range. 288p. D c. N. Y., The battle of youth against the sordid spirit of the worst of the old west.

Feldman, H.

The regularization of employment. 437p. O [c. '25] N. Y., Harper

Ferris, Anita Brockway

Land of the golden man; rev. ed. 128p. il. D [c. '16, '25] N. Y., Missionary Educ. 75 c.; pap. 50 c. Movement

Fletcher, Joseph Smith

The secret of the Barbican, and other stories. 354p. D [n.d.] N. Y., Doran \$2 Short stories of drama and mystery.

Fooks, Edwin G.

Plain and ornamental lettering. 87p. O [n.d.] N. Y., Pitman bds. \$1

A practical guide to ticket and showcard writing, sign writing and other forms of decorative lettering.

Fox, Charles Donald

Famous film folk; a gallery of life portraits and biographies. 256p. il. D [c. '25] N. Y., Doran

Glass, Montague Marsden

Y' understand. 317p. D '25 c. '20-'25 Garden City, N. Y., Doubleday More tales in the Yiddish-American vernacular by the author of "Potash and Perlmutter."

Glover, Terrot Reaveley

Paul of Tarsus. 256p. (bibl. footnotes) O ['25] N. Y., Doran A comprehensive study of the great apostle, tracing his life from boyhood days in Tarsus.

Golden, John

Three John Golden plays. 149p. il. D c. N. Y., S. French \$1.35 The plays are "The Clock Shop," "The Robe of Wood" and "The Vanishing Princess," with forewords to the book by Rupert Hughes and George

Goodman, Kenneth Sawyer and Hecht, Ben The wonder hat, and other one act plays. 195p. D c. N. Y., Appleton \$1.75 A volume by two leaders of the Little Theatre Gordon, George Augler, D. D.

My education and religion; an autobiography. 352p. il. O c. Bost., Houghton The author has been for many years pastor of the Old South Church in Boston.

Gowing, Sidney Floyd

Sea lavender. 288p. D c. N. Y., Holt A charming unmarried lady, quite against her better judgment, befriends a young and captivating escaped convict on the beach of an Engish seaside resort.

Green, Fitzhugh

Our naval heritage. 477p. il. O [c. '25] N. Y., Century
A narrative of American ships and the men who have sailed them.

Greene, Anne Bosworth [Mrs. Harrie Williams Greene]

Dipper Hill. 482p. O [c. '25] N. Y., Century \$2.50 The author of "The Lone Winter" tells about her summer on her pony farm in the Vermont mountains, with her daughter, Babs.

Hall-Ouest, Alfred Laurence

Professional secondary education in teachers colleges. 133p. (3p. bibl.) O (Contribs. to educ., no. 169) c. N. Y., Teachers College, Columbia Univ. pap. \$1.50; \$1.25

Hamlin, Scoville

Private ownership, or socialism. 218p. (10 p. bibl.) D c. Phil., Dorrance \$2

Haynes, Williams

The bull terrier; new ed. 127p. S (Outing handbks.) '25 c. '12, '25 N. Y., Macmillan \$1
In this new edition Mr. Haynes has added a chapter on the Standard of Points.

Hendel, James Monroe

Quantitative analysis. 143p. diagrs. D [c. '25] Bost., Ginn

Heyward, Du Bose
Porgy; decorated by Theodore Nadejen. 196p. D [c. '25] N. Y., Doran An old negro, a beggar in the streets of Charleston, becomes involved in a drama of love, jealousy and murder.

Hillebrand, Harold N.

Writing the one-act play. 244p. (bibl.) D [c. '25] N. Y., Knopf

Hoffman, Aaron

Two blocks away; a play in three acts. 134p. il. D (French's standard lib. ed.) c. '20, '25 N. Y., S. French

Federal Board for Vocational Education

A study of occupations at which two thousand ninety-seven physically disabled persons are employed after being vocationally rehabilitated. 72p. O (Bull. no. 96, civilian vocational rehabilitation ser., no. 9) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc.

Gold star list (The), American fiction, 1821-1925; five hundred titles classified by subject, with notes. 28p. O '25 Syracuse, N. Y., Syracuse Public Lib. lic Lib. pap. 25c.

Hebb, Bertha Yell, comp. Samples of teacher self-rating cards. 15p. (bibl.) O (U. S. Bur. of educ., city school leaflet no. 18)
25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc.

Hiatt, Earl M.
Hiatt's expert lumber pricer; 3rd ed. 144p. Q '25
Malcolm, Neb., Author apply

Hilpert, Ruth Ewing Reading in the Saint Cloud public schools, grades one to six; rev. ed. 232p. (bibls.) il. O '25 St. Cloud, Minn., Bd. of Educ. \$1.75

Hood, William Ross Legal provisions for rural high schools. (U. S. Bur. of educ., bull. 1924, no. 40) '25 D. C., Govt. Pr. Off.; Supt. of Doc. apply Holliday, Robert Cortes

Literary lanes and other by-ways. 219p. D [c. '25] N. Y., Doran \$2
Essays on books and others things, some of which have appeared in New York periodicals.

Holmes, Thomas Rice Edward

Sir Charles Napier. 189p. il. maps. D '25 [N. Y., Macmillan] \$3 This biography, in its original form, appeared in 1889 in a volume called "Four Famous Soldiers." It has now been revised and enlarged.

Hudson, William Henry

The disappointed squirrel, and other stories from "The book of a naturalist." 143p. il. (pt. col.) O [c. '19, '25] N. Y., Doran

Animal stories for children.

Hutchinson, Vere

The naked man. 350p. D [c. '25] N. Y., \$2

The story of a young coal miner who becomes owner of a large farm on the seacoast of England; by the sister of A. S. M. Hutchinson.

Hutchinson, Veronica S.

Chimney corner stories. 157p. il. (pt. col.)
O c. N. Y., Minton, Balch \$2.50
Some familiar tales for little children, retold.

Huxley, Aldons Leonard

Along the road. 266p. D [c. '24, '25] N. Y., Notes and essays composed while traveling on the Continent.

Kellner, Leon

Restoring Shakespeare. 216p. (bibl.) il. O [c. '25] N. Y., Knopf \$3

Kempton, Kenneth Payson

Red Eagle Island. 417p. il. D [c. '25] N. Century Sixteen-year-old Mark Farnham, who lives on the Maine coast, becomes involved in a mystery concerning the International Fishermen's Race.

Knipe Emilie Benson [Mrs. Alden Arthur Knipe] and Knipe, Alden Arthur

Now and then. 150p. il. D [c. '23-'25] N. Y., Century \$1.50 Two stories for children, one of Colonial days, the other in the time of the Revolution.

Kretzmann, Paul Elward, D.D.

The problems of adolescence and youth, and their treatment in educational and pastoral work. 104p. (bibl.) D c. Burlington, Ia., Lutheran Literary Bd.

Krottjer, A. Gertrude

Favorite Bible stories retold for children. 126p. il. (pt. col.) O [c. '25] Chic., A. Whit-

Fireside Bible stories, Old Testament, retold for children. 127p. il. (pt. col.) O [c. 25] Chic., A. Whitman 75 c. Stories of Jesus. 126p. il. (pt. col.) O [c. '25] Chic., A. Whitman 75 c.

Lang, Andrew, ed.

The Andrew Lang readers; bks. 1-8. various p. il. (col. fronts) D (Blue ser.) c. N. Y., Longmans bks. 1-4, 68c.; bks. 5-8, 72 c. The Andrew Lang readers; bks. 1-8. various p. il. (col. fronts.) D (Green ser.)

c. N. Y., Longmans

bks. I, 2, 72 c.; bks. 3-6, 76 c.; bks. 7, 8, 84 c.

Langtry, Lillie, Lady de Bath

The days I knew; foreword by Richard Le Gallienne. 300p. il. O [c. '25] N. Y., Doran

The autobiography of a famous English beauty who became a prominent actress.

Lawrence, W. B.

Cost accounting. 542p. O c. N. Y., Prentice-Hall A manual applicable to all forms of business.

Lucas-Dubreton, J.

Samuel Pepys; a portrait in miniature; tr. by H. J. Stenning. 298p. il. D c. N. Y., Put-A biography of Pepys the man, rather than the public servant.

Lummis, Charles Fletcher

Mesa, cañon and pueblo. 533p. il. (col. front.) maps O [c. '25] N. Y., Century \$4.50 Description of the southwestern section of our country, based upon the author's earlier work, "Some Strange Corners of Our Country."

Lunn, Arnold Henry Moore

Roman converts. 200p. (op. bibl.) O '25 Y., Scribner Conversion of some well-known personalities to the Catholic church discussed from the Protestant point

Lyde, Lionel W.

The continent of Europe. [2nd ed.] 471p. maps, diagrs. O (Continents of the world) 24 N. Y., Macmillan

Mackenzie, Agnes Mure

The half-loaf; a comedy of chance and error in three acts. 159p. D '25 Garden City, N. Y., Doubleday Not a play, but a short novel—the story of a lover's mistake.

Mackenzie, Compton i. e. Edward Montagu Compton

Coral; a sequel to "Carnival." 299p. D '25] N. Y., Doran The quasi-tragedy of two widely separate social worlds joined in marriage.

Madison, Lucy Foster [Mrs. Winfield Scott Madison

Washington; il. by Frank E. Schoonover. 399p. il. (pt. col.) O c. Phil., Penn \$3.50 bxd. A young people's life of Washington.

Major, F. Lee

The duties, responsibilities and liabilities of bank directors. 204p. (bibl. footnotes) D c N. Y., Macmillan \$2.50

Kelaney, Mohammed A.

Inheritance in Nicotiana Tabacum; 6, a Mendelian analysis of certain flower form, flower and filament color, and leaf-vase characters. various p (2p. bibl.) il. Q (Univ. of Cal. pub'ns in botany, v. ii, no. 2) ['25] Berkeley, Cal., Univ. of Cal. Press pap. 25c. Lord, Franklin L. A civil treatise on the law and practice in jus-

tices' courts for the state of Michigan. various p. O '25 Detroit, Mich., F. S. Drake apply

Lundberg, Alfred J.

Lundberg's perpetual accrued interest calendar. 408p. T [c. '21, '25] San Francisco, White & Farnsworth buck. \$7.50 buck. \$7.50 Manville, Herbert Emery

Autumn, or, Four days, and Anacaona, the the beautiful Indian princess. 83p. D c. Cedar Rapids, Ia., Torch Press bds. \$1 Two poetic dramas.

Marshall, Bernard Gay

Old Hickory to prisoner. 254p. front. O. N. Y., Appleton \$2.50
The adventures of "Headstrong" Hugh Delaroche, a plucky New England lad, who took an active part in the War of 1812.

Medley, Dudley Julius

A student's manual of English constitutional history; 6th ed. rev. 712p. D '25 N. Y., Macmillan

Meek, Lois Hayden

A study of learning and retention in young children. 105p. (10p. bibl.) diagrs. O (Contribs. to educ., no. 164) c. N. Y., Teachers College, Columbia Univ. \$1.50; pap. \$1.25

Melville, Lewis, pseud. [Lewis S. Benjamin] Beau Brummell; his life and letters. 313p. il. (col. front.) O '25 N. Y., Doran

bds. \$7.50 bxd.

A biography of the famous English dandy, illustrated with some hitherto unpublished portraits.

Molière, Jean Baptiste Poquelin

Le bourgeois gentilhomme; comédie ballet, 1670; ed. by Thomas Edward Oliver. 223p. front. (por.) S [c. '24, '25] Bost., Ginn 64 c.

Munro, William Bennett

The governments of Europe. 792p. (bibl. footnotes) O c. N. Y., Macmillan

Neihardt, John Gneisenau

The song of the Indian wars. 231p. il. D c. Y., Macmillan The third volume of the author's epic cycle of the west; those previously published are "The Song of Three Friends" and "The Song of Hugh Glass."

Neve, Condes

The house of Mendoza. 319p. D c. Phil., Dorrance A romance of modern Spain.

Newman, Bertram

Cardinal Newman, a biographical and literary study 232p. (5p. bibl.) D [c. '25] N. Y., Century

Niecks, Frederick

Robert Schumann; ed. by Christina Niecks. 349p. front. (por.) O '25 N. Y., Dutton \$5

A biography of the composer by the author of the "Life of Chopin."

Noffsinger, John Samuel

A program for higher education in the Church of the Brethren. 87p. (bibl.) diagrs. C (Contribs. to educ., no. 172) c. Teachers College, Columbia Univ.

\$1.50; pap. \$1.25

Paget, Walburga Ehrengrade Helena von Hohenthals, lady

In my tower; 2 v. various p. il. O [n. d.] N. Y., Doran \$12 bxd. A pageant of English and continental life from 1893 to 1908 reviewed from the author's old world tower in Florence, where she has received many

celebrities.

Perry, Winona Merle

A study in the psychology of learning in geometry. 59p. (2p. bibl.) diagrs. O (Contribs, to educ., no. 179) c. N. Y., Teachers College, Columbia Univ. \$1.50; pap. \$1.25

Pierrot, George F.

Yea, Sheriton! 218p. il. D c. Garden City, Y., Doubleday The story of Philip Jones' freshman year at Sheriton

Pilkington, T.

Time standardisation of workshop operations; a means for securing equitable payment and lower production costs. 263p. il. diagrs. O '25 N. Y., Pitman \$4.50

Rice, Alice Caldwell Hegan [Mrs. Cale Young Rice], and Rice, Cale Young Rice

Winners and losers. 300p. D [c. '25] N. Y., Century

Ten short stories, five by each author.

Robinson, James Harvey

An introduction to the history of western Europe; new brief ed. 865p. (bibls.) il. maps (pt. col.) D [c. '02-'25] Bost., Ginn

Rockow, Lewis

Contemporary political thought in England. 335p. (4p. bibl.) O [n. d.] N. Y., Macmillan

Dealing with each important school of thought, not alone those of political theorists but also discussing the opinions of leading psychologists, philosophers and novelists.

McKown, Harry Charles

The trend of college entrance requirements, 1913-1922. 176p. (2p. bibl.) diagrs. O (U. S. Bur. of educ., bull., 1924, no. 35) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc.

Mac Nair, Mary Wilson Guide to the cataloguing of periodicals; 3rd ed. 23p. 25 Wash., D. C., Govt. Pr. Off.; Lib. Branch

Macpherson, Harriet Dorothea

Editions of Beaumarchais in New York City. 18p.
O '25 N. Y., N. Y. Public Lib. apply Manual for chapter officers of the American Insti-tute of Banking. 61p. il. O '25 N. Y., Amer. Inst. of Banking apply
Manual of the Presbyterian program for young
people; building with Christ. 144p. D c. Phil.,
Presby. Bd. of Christian Educ. pap. 6oc.

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Wylie, Elinor Hoyt [Mrs. William Rose Benét]

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Old and Rare Books



Edited by Frederick M. Hopkins,

Fine autograph letters, literary and historical, and author manuscripts are more in demand than ever. Much valuable material of this kind is on the way to this country from England and the Continent.

THREE new volumes are announced by Fisher Unwin in the series of English translations of J. H. Fabre—"Farm Friends and Foes," chiefly about birds and animals which are useful to agriculture; "How Man Assists Nature: the Chemisty of the Fields"; and "Our Dumb Friends," written round the lives and habits of our domesticated animals.

THE Export Book Company of Preston, England, in its catalog of the library of John Bright, the great British orator, refers to an appeal from the North American Indians asking him to intercede in their behalf. This incident brings out the remark that probably the only statesmen to awaken similar confidences in the people of other lands were Gladstone and Wilson.

EARLY in October Charles Scribner's Sons will bring out a new authorized and definitive edition of the works of Robert Louis Stevenson, the "South Seas Edition." There will be thirty-two volumes in the set, and these may be purchasd separately. This edition will include some unfinished sketches and stories, a new play not otherwise accessible in a popular edition, and some poems, essays, and letters not hitherto published; also the prefaces written by Mrs. Stevenson and the special introductions prepared by Stevenson's stepson, Lloyd Osbourne.

EFFORTS of historical and patriotic societies extending thru several years to preserve the former home of Presi-

dent James Monroe have at last been successful. The old house will be dismantled and restored at 95 Crosby Street as a memorial to the fifth president, the author of the Monroe Doctrine. Plans for its restoration have already been filed, and the historic building is saved from the housewreckers who would have soon demolished it. The lot at 95 Crosby Street was originally a part of the land around the house owned by the Monroe family. The Monroe Home Association has perfected plans to make the restored house an historical museum in memory of President Monroe, his service to the nation, and the history of his period.

BARNET J. BEYER, head of the firm of Barnet J. Beyer, Inc., has returned from Europe with some very extraordinary autographic material, including John Keats' last letter written to Fanny Brawne, hitherto unpublished and said to be quite the most impassioned of the whole series; a sketch of Charles Lamb written by himself, a delightful, whimsical Lamb production; and an explanation by William Blake of what the poet considered should go into an autograph. The autograph is surmounted by a nude male figure, beautifully drawn in Blake's characteristic style, with the words, "William Blake, one who is very much delighted with being in good company." At the sides are the date, "Jan. 15, 1826" and the statement "born 28 Novr. 1757 in London and has died several times since." The autographs are said to have evoked great interest among collectors who have seen them.

Interest among collectors in books about books, bibliography—anything that will inform and help the collector—the current

catalog of Maggs Brothers of London, entitled, "Books on Printers and Printing, Bibliography, Manuscripts, Bookbinding, with an Appendix of Beautiful Books from Famous Modern Presses" is timely and important. The small quarto of 280 pages contains 1,662 lots, many full-page illustrations of rare title-pages, frontispieces and bindings, together with careful descriptions of much out-of-the-way material both rare and valuable. Some of the prices asked for Bruce Rogers' books show that he is appreciated in England as well as in America; for instance, the special Riverside Press edition of Fitzgerald's translation of "The Rubaiyat of Omar Khayyam," is listed at £14 14s.; de Maistre's "Voyage Autour de ma Chambre," £7 10s.; and Sir Walter Raleigh's "A Report of the Truth Concerning the Last Sea Fight of the Revenge." £10 10s. And there are other Rogers items that show similar advances.

THOMAS FRANCIS CARTER'S "The Invention of Printing in China and Its Spread Westward," published by the Columbia University Press, is a work of importance to all interested in the history of the origin of printing. Prof. Carter has written a fascinating volume. He was not content to tell the story of Chinese printing for the first time in elaborate detail. He has shown clearly what Europe owes to the Far East and its typography, which the Chinese tried and abandoned, and which was quite distinct from printing as practiced by Gutenberg. There is no evidence that Gutenberg before 1450 had ever heard of books printed in the Chinese way. On the other hand, the printing of playing cards, and the way to make them rapidly, came into Central Europe from Central Asia, by several routes before the end of the fourteenth century. And it is quite probable that the stamping and stencilling of playing cards showed the makers of religious pictures how to meet a rapidly increasing demand for objects of devotion. And it seems quite likely that the inventor of printing must have started with hints supplied by the makers of these religious pictures and of playing cards.

COLLECTION of Whitman manuscripts, rare books and mementoes will be displayed in the main exhibition room of the New York Public Library, beginning November 1st and extending through the winter. The arrangements have been completed by the Walt Whitman Memorial Committee and the library so that a careful selection of the best Whitmaniana, a great portion of which is in private hands, may be shown under the best possible conditions. The suggestion that Whitman collectors pool their books. manuscripts and mementoes met with an enthusiastic response, and the library in turn offered its large exhibition room and to supplement the selections made from private collections by such interesting material as it may have. Among the collectors who have offered material are Henry Goldsmith, Frank I. Fletcher, Oscar Lion, Milton Einstein, Alfred Kahn, Henry S. Saunders, Professor Emory Halloway, Alfred E. Goldsmith, M. M. Breslow and Miss Bertha Johnson. A complete set of Whitman first editions, together with association and other rare volumes, will be shown. There will also be translations from the French, Japanese, German, Danish, Russian, Italian and other languages. than fifty items of biography and criticism devoted to Whitman will be included, together with newspapers of the 40's containing his editorial work, manuscripts, autograph letters, two historical note-books, and hospital note-books in which was jotted down memoranda relating to wounded soldiers in the Civil war. Drawings, etchings and photographs of Whitman will be included. The marble bust by Harry H. Kitson is promised, and other artists will show models in clay. In recent years collectors have shown a great deal of interest in Whitman, and first editions, association books and other material relating to him have brought good prices in the auction rooms. This exhibition is bound to receive a great deal of attention and will not only add to the interest taken in Whitman, but other American authors as well.

Catalogs Received

Autographs. (No. 1924; Items 470.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y. Norwegian-American literature and Norsk-Amerikansk literatur, 1825-1925. Augsburg Publishing House, Minneapolis, Minn. Issued Every Saturday

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Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. To insure prompt replies each title should begin on a separate line. Grouped titles in a solid paragraph, excepting those by one author, not allowed. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

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BOOKS WANTED

Aladdin Bk. Shop, 205 Trumbull St., Hartford, Conn. Review Copies Latest Fiction.

Aldine Bk. Shop, 205 South 16th St., Philadelphia Merejkowski, Resurrection of the Gods; Peter the Great; Leonardo da Vinci. At Odds, Baroness Pautthoeus.

Aldine Circulating Lib., 2019 Broadway, New York Mark Twain's \$30,000 Legacy. Conn. Yankee. Christian Science

Amer. Bapt. Pub. Soc., 16 Ashburton Pl., Boston Ministry of Beauty, S. D. Kirkham.

Amer. Bapt. Pub. Soc., 1107 McGee St., Kansas City, Mo.

Strouse, Life of Jesus. Edith Lyle's Secret, Mary Holmes.

American Tract Society, 7 W. 45th St., New York Eusibius, Ecclesiastical History.

W. H. Andre, 607 Kittredge Building, Denver, Colo. Unpathed Waters and Portraits, Frank Harris. Hasting's Ency. of Religions & Ethics. Muller's Rig Veda Samhita, 4 vols., Oxford Press. Koppene Die Religion des Buddha, 2 vols., Berlin,

Argus Bk. Shop, 434 So. Wabash Ave., Chicago Lingaard's History of England. Outward Bound, Kipling. My Experiences on Devil's Island, Dreyfuss.

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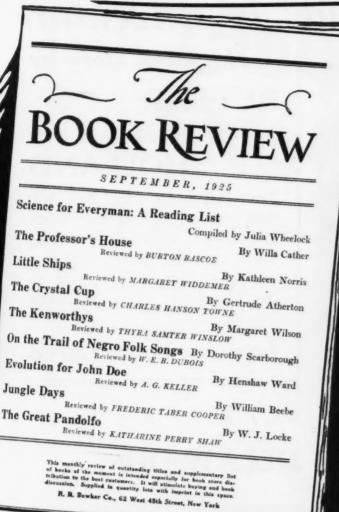
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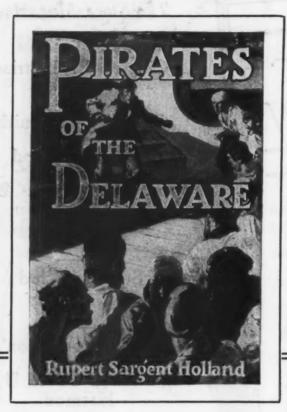
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